

**SYSTEM AND METHOD FOR USING A MOBILE TELEPHONE  
TO RETRIEVE INFORMATION ABOUT AN ARTICLE**

**ABSTRACT OF THE DISCLOSURE**

A system for, and method of, using a mobile telephone to retrieve information about an article and an associated mobile telephone. In one embodiment, the system includes: (1) a camera, associated with the mobile telephone, that records an image of coded data associated with the article and (2) a database, remote from the mobile telephone, that supplies information about the article to the mobile telephone based on a received, decoded form of the coded data derived from the image.